



Adrian Suzuki-Cruz

Regional Sales Manager

Profile

Regional Sales Manager with more than 7+ years experience in sales and management, supervising business development staff, planning and executing sales strategies nationally. Previous year, achieved 120% of yearly sales goal by bringing in \$100,000 in new business and managing assigned territories from \$3.6 million to \$4.5 million. Seeking a position in regional sales management

Employment History

Regional Sales Manager at Senju Fire Protection Corp , Irvine, CA

May 2022 — Present

- Manages fire protection and plumbing distributor partnerships and key customers across six regional markets.
- Implement sales initiatives to generate new business in the building materials and fire sprinkler industries on new residential and commercial construction projects.
- Develops relationships and holds meetings with executive leadership to promote fire sprinkler products in accordance with the NFPA 13, 13R, and 13 systems building codes.

Corporate Planning Manager at Senju Fire Protection Corp., Irvine, CA

September 2020 — April 2022

- Achieved corporate goals by implementing corporate strategies to market new products, target key prospects, and acquire new customers.
- Trained and developed business development and inside sales staff to support the growth of the company objectives, sales and profit goals.
- Implemented specific territory initiatives for sales teams, developed new business models and partnered with management to sustain growth.

Corporate Planning Assistant Manager at Senju Fire Protection Corp, Irvine, CA

January 2019 — September 2020

- Scheduled 2-3 business trips per month to maintain relationships with major prospects and existing accounts in assigned territory.
- Responsible for managing the new Corporate Planning department as well as trained business development representatives on effective sales processes and providing them with sales advice.

Inside Sales Representative at Senju Fire Protection Corp. , Irvine, CA

March 2018 — January 2019

Details

Irvine, CA

USA

(619) 709-7373

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Sales Skills

Territory Management

Negotiation

Account Management

Business Development

Soft Skills

Collaboration

Leadership

Growth Mindset

Communication

Tools

Salesforce CRM, Microsoft Excel, Outlook, Teams, and Word

Links

[LinkedIn](#)

- Ensured existing customer purchases were maintained and expanded by promoting new fire sprinkler products.
- Improved order processing accuracy from 85% to 99% using simple and effective operational tools.

Assistant Sales Manager at Morinaga Nutritional Foods, Inc, Torrance, CA

March 2013 — October 2016

- Developed and managed relationships with Natural Foods Chain accounts like Whole Foods, Sprouts, and UNFI through a national network of food brokers.
- Conducted new product launch presentations to key accounts and distributors and traveled often to enhance product visibility at store level.

Education

International Business, San Diego State University, San Diego, CA

May 2006 — May 2011

- Emphasis in Marketing and Japanese Language.

International Business, Gunma University, Gunma, Japan

May 2009 — May 2010

- Foreign Exchange Student Program.